



September 2015

POSTAL SERVICE PCC SUPPORTER

Thank you for participating in National PCC Week 2015. We appreciate the hard work of the Postal Customer Councils throughout the year in keeping the postal community connected and strong. Thank you for your commitment to growing the partnership between the Postal Service™ and the mailing community.

PCC Week is one of our strongest corporate outreach programs and we greatly appreciate everything that you do to help us during PCC Week to educate members on the state of the Postal Service and the mailing industry.

PCC Week allows the Postal Service and the members of PCCs the opportunity to celebrate their success and plan for the future.

PCCs give the Postal Service insights on how we can better serve businesses. PCCs also allow mailing business professionals to share their best practices and exchange information to help their businesses thrive. In fact, the local networking that takes place at PCC meetings year-round and at PCC Week is one of the most valued parts of the partnership.

We hope the information in this playbook provides the resources that you need to build on the commitment the Postal Service has for the PCCs. This week is the opportunity to give back to our PCC members by highlighting their successes to the community. Because of your leadership and dedication, we can continue to grow stronger together.

We welcome your feedback, and wish you the best in having a great PCC experience.

Thank you again for your commitment and support.

A handwritten signature in blue ink, appearing to read "James Nemec".

James Nemec
Vice President
Consumer & Industry Affairs

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PCC Playbook Introduction

Thank you for participating in this year's National Postal Customer Council (PCC) Week. This playbook is designed to help you prepare for your PCC event and to have a successful PCC Day.

Materials are tailored to be used by both presenters and PCC Day meeting planners and coordinators. The purpose of the playbook is to assist you in delivering a clear and concise communication message about the state of the Postal Service and the mailing industry. The playbook provides background information on PCCs, the mission of the PCCs and an outline for presenters to combine their opening remarks with a series of video presentations from Postal Service senior management. This playbook assists Postal presenters onsite with a tool to reach a broad mailing industry base that normally does not have the opportunity to hear from and interact with Postal Officers and Executives. If you are a speaker, a customized event briefing sheet highlighting key facts about your PCC audience can be found in the front pocket of this binder.

The playbook has the following major components:

1. PCC PowerPoint Presentation with notes which include introductions of the PMG DVD segment presentation and DPMG Award winner DVD segment.
2. Keynote address on DVD by Postmaster General and CEO Megan Brennan.
3. Leadership Award winner segment on DVD featuring DPMG Ron Stroman interviewing select gold level PCC Leadership winners.
4. Animated PCC Premier Award winner DVD segment.
5. Fact Sheets.
6. PCC Award winners listing.
7. PCC Resources.

DVD Overview

The DVD contents for this year:

Segment One

- Welcome, thank you and greetings from Postmaster General/CEO Megan Brennan on the strength of the PCC network and the valued partnership between the Postal Service and the PCC community.
- Strategic discussion between Postmaster General Megan Brennan, A/Chief Marketing and Sales Officer and Executive Vice President James Cochrane and Chief Operating Officer and Executive Vice President David Williams. This conversation discusses what the Postal Service is doing to enhance the customer experience, including new technologies and postal innovations, as well as fall and holiday mailing season readiness. Approximate running time is 15 minutes.

Segment Two

- Select 2015 PCC Gold Award winners join the Deputy Postmaster General and Chief Government Relations Officer as he has a thoughtful conversation with the PCC winners from large and small markets, innovation, communication and education. Approximate running time is 6 minutes.

Segment Three

- Animated video presentation highlighting all premier award winners. This footage can be used in the background as guests arrive, have lunch and/or attend the closing ceremony. Approximate running time is 10 minutes.

Fact Sheets

This playbook contains fact sheets provided by Corporate Communications and Industry Engagement and Outreach on key Postal Service topics of interest. These sheets were developed to assist Postal presenters in answering audience questions regarding key postal topics delivered by the PMG, including fact sheets regarding the 2015 PCC Gold Award winners.

Agenda and Show Flow

Each PCC develops an agenda to support its membership needs. The Postal presenter will use the playbook to deliver a multimedia experience and serve as the bridge between the PowerPoint presentation and DVD segments (to toggle between the DVD segments and PowerPoint, hold down the Alt and Tab key). The Postal presenter will begin with the PowerPoint presentation, give opening remarks and introduce the PMG keynote address (supplied on the DVD) which will also highlight a strategic discussion with the CMSO and COO. The Postal presenter will return to the PowerPoint presentation which will take a deeper look at key points shared by members of the Executive Leadership Team. The Postal presenter will have an opportunity to share key strategies he or she is working on within his or her functional area. The presenter will then introduce the DPMG Leadership Award Interview (supplied on DVD) where the audience will hear select gold award winners' secrets to success. After sharing this leadership award DVD segment, the Postal presenter will present the PCC with their Premier Award Certificate and any other recognition, if applicable. The Postal presenter will then provide closing remarks or introduce the next speaker.

PowerPoint Presentation

To ensure that a consistent message is delivered, officers and executives will be presenting the enclosed PowerPoint presentation. The presentation builds upon the PMG's message. Postal presenters can use the "Functional Area Update" slide in the PowerPoint presentation to speak on their personal area of expertise. Estimated delivery time for the PowerPoint presentation is 15-20 minutes. The presentation has been provided to both presenters and PCC Day meeting planners and is available on the microsite.

Microsite Features

- Web microsite to house content built specifically for National PCC Week. All playbooks produced in hardcopy will also be available to download. The address to access the microsite is: <http://about.usps.com/what-we-are-doing/pcc-week/welcome.htm>.
- Web microsite will house the video segments produced in both an On Demand stream and as a downloadable DVD (recommended) for playback at the event.
- Web microsite will house the PowerPoint presentation.
- Feedback mechanism built into the website to solicit questions from PCCs and to capture feedback and comments on the event and presentation itself.
- Onsite postal designees to capture questions and get accurate answers to be published on the PCC microsite.

Roles

PCC Week Coordinator Responsibilities

PCC Week coordinators are responsible for ensuring that all materials are in place to play the PMG and DPMG taped DVD messages. They are also responsible for ensuring that PowerPoint presentations can be played. PCC Week coordinators are also responsible for developing an agenda. The PCC program office will supply the Postal presenter with a PCC event briefing sheet highlighting key facts about your PCC.

PCC Week Presenter Responsibilities

The following are recommendations to help you prepare for your PCC event presentation:

1. Familiarize yourself with the PMG – DPMG DVD segments. It is recommended that you preview these segments prior to visiting your PCC so that you can be familiar with the program contents.
2. Familiarize yourself with the PowerPoint presentation that you will be delivering and be prepared to speak to the “Functional Area Update” slide to give the audience an overview on your postal role and responsibilities.
3. Review the customized PCC event briefing sheet supplied by Industry Engagement and Outreach. This gives you all the information that you need about the PCC that you are visiting: anticipated audience size, awards that it has received and the names of local PCC leaders. It is highly recommended that you contact the local PCC Event coordinator prior to your trip to obtain any updated information regarding the day’s events and attendees.

PCC Program Resource Page

The resource tab in the book gives you more information and the point of contacts available to assist you in year-round education planning.

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PCC of the Year – Large Market

Greater Dallas PCC

The Greater Dallas PCC (GDPCC) has consistently maintained Gold-level status for many years. The Dallas metro area is one of the fastest growing areas of the country, home to a large number of mail service providers, in-plant facilities and mail owners for both letter mail and package mail.

An area of focus of the GDPCC is, and has always been, to raise attendance numbers, but when planning the 2015 calendar, the GDPCC made a commitment to education.

Below is a list of some accomplishments:

- Met and exceeded Gold-level requirements for many consecutive years as well as Platinum for the past two years.
- Centralized the event registration process which has nearly eliminated the last-minute registration hassle.
- Communication committee uses Constant Contact and Event Spot for organizing and managing registration and cross-media email communication along with mail resulting in quicker, hassle-free emailing and event planning.
- Luncheon topics are relevant to trends in the industry. Corporate leaders are used as speakers, and often they have speakers coming from outside the Dallas Fort Worth area. Good speakers also bring new faces to meetings.
- The GDPCC offers four paid levels of membership: Platinum, Gold, Silver and Bronze. Memberships are company-based, not individual, and the donations range from \$500 to \$50 for the year. By offering a “company-based” membership, anyone from a company can attend

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events with very little expense.

- During the award period, more than 920 registered attendees and close to 1,000 attended GDPCC events.
- An email database of more than 1,850 valid emails. During the award period, more than 55,000 emails were sent.
- During the award period, the GDPCC, as always, used mail as the initial marketing tool for every event (130 percent growth in mailing):
 - 13,200 postcards.
 - 7,000 pieces of mail for PCC Day.
 - 5,500 newsletters.
 - Totaling over 25,000 mailpieces for all events.
- **Consistently sees new membership grow around 15 percent each year and maintains approximately 95 percent renewal membership.**

The Greater Dallas PCC members rely on the PCC to provide them essential education for themselves, their businesses as well as their customers. With an average attendance of 78 members at each meeting, Greater Dallas is committed to excellence.



PCC of the Year – Small Market

Central Missouri PCC

After 27 years, the Central Missouri PCC decided it was time to think SMART and reinvent the PCC that would carry forward into the next 27 years. Using the acronym, their intended outcome would be:

- (S) Specific plans.
- (M) Measurable results.
- (A) Attainable.
- (R) Relevant.
- (T) Time bound.

Accomplishments this year included:

- Adopted the theme “Priority: You” and created a large theme banner to display at all sponsored events.
- Held a mini-conference called “Poor Richard’s Almanac for the Mail Center Manager” which included the class “Quality Control in Mail Center Operations.” Nationally known NPF speaker Mark Fallon was the keynote speaker, which contributed to making this a sellout event.
- After 25 years of hosting an annual “Fall Mailer’s” conference, they moved the date to summer and called it “Fun in the Sun” — a mini NPF for mailers. First-time attendance grew by 23 percent. On hand were six NPF speakers, 10 different classes and 63 attendees were awarded a professional certificate “Mail Meets Technology.”
- Switched from the “Lunch and Learn” event to a “Wake up with your PCC” event.

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- Hosted a Mail Crawl and the Medal of Honor stamp unveiling to complement the traveling Smithsonian Exhibit “Mail Call.” More than 150 veterans, their spouses, community leaders, local citizens and postal representatives joined the PCC for this moving experience.
- Hosted a free community outreach seminar on “Senior Citizens Scams” presented by the Missouri Secretary of State office in conjunction with the Postal Inspection Service.
- Hosted a plant tour at the local P&DC to offer customers an inside look at the 24-hour clock process. The event was so well received that a second tour had to be scheduled to meet the RSVP demand of more than 50 customers.
- Seminars hosted this year included:
 - Mailpiece Design with Pricing in Mind.
 - Small Business Mailer’s Day for the Holiday Season.
 - Intelligent Small Business Tool.
 - Taking the Scary out of Full-Service.
 - New consultation program “Road Map to Success.”

Central Missouri PCC was honored to have its board member, Shelter Insurance, win the very prestigious “2015 Mail Technology Award” at this year’s NPF.

As its small market PCC continues to move forward, Central Missouri PCC is excited about offering value to their business mailers, community leaders and local citizens. What was once considered board member “burn out” has turned into a vibrant excited new-ideas board with the attitude of “Yes Let’s Do It!” All are now moving forward with one voice, one brand and one mission to stay SMART.



PCC Innovation of the Year

Fairfield County Connecticut PCC

The Fairfield County Connecticut (FCC) PCC recognized the rising need for membership and business mailers to access PCC and postal information quickly and easily, anytime, anywhere and in any format they choose.

After brainstorming methods to overcome the challenges, the result was to create professionally produced how-to videos (3–10 minutes in length) on PCC and postal topics of greatest value to mailers, such as:

- How to create Every Door Direct Mailings.
- Introduction to the Business Customer Gateway.
- Benefits of PCC membership.

The videos are posted on their PCC website where the videos can be accessed at any time, including on mobile devices by PCC members, customers, Postmasters and anyone assisting business mailers. The outcome has increased visits to the FCC PCC website, increased awareness of the PCC and PCC-sponsored events in the community and provided a new source for customers to access convenient and easy-to-understand information.

The video series was named “Real Solutions,” which says this is the place to get answers you need. Then they added the slogan “When you need to know how, Right Now!” Topping it all off, FCC PCC created a professional logo and composed a memorable “Real Solutions” theme song, both of which are used in the opening and closing sequences of each video clip.

In the first two weeks and with very little promotion, the EDDM video received more than 115 views and resulted in an almost

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70 percent increase in traffic to the website. PCC members are using the video to demonstrate the EDDM process and the CT Valley Business Development Team is sharing the link with Postmasters as a resource when explaining EDDM to customers.

The FCC PCC is currently working on the next two Real Solutions videos. It is committed to providing quality of content, professionalism and selecting the best-qualified experts available to deliver the information.

In a short amount of time, Real Solutions has helped the FCC PCC gain the attention of mailers. They found an effective way to share information about new and existing Postal Service products, programs, services and procedures that affect all businesses that use the mail.



Education Program Excellence

Fairfield County Connecticut PCC

The Fairfield County Connecticut (FCC) PCC recognizes the importance of education as a means to grow and sustain its membership base; combining tools and materials with local organically-conceived initiatives, the FCC PCC continues to make new strides in spreading its enrichment to all audiences.

The FCC PCC has offered several classroom sessions during the year covering topics that simultaneously increase efficiency for its customers and organization. Topics included:

- Small Business Mailing Tool.
- Nonprofit Eligibility.
- Mailpiece Design Best Practices.
- “Jump Start the New Year” luncheon event with the local manager, Post Office Operations and Postmasters inviting new customers to the luncheon, during which they were educated about the benefits of PCC membership.

The FCC PCC held 25 webinars for its current and prospective members in which Council Secretary, Lisa Landone, ensured all communications were disseminated to members. She additionally created eye-catching flyers to distribute at various Grow Your Business Days and PCC-sponsored events, notifying attendees about the PCC and its benefits.

Successful events included:

- Having Postal officials on hand to present USPS technological initiatives for National PCC Day.
- FCC PCC, in conjunction with other PCCs, offered the Executive Mail Center Manager training program and the

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program and the Mailpiece Design Professional program. The Executive Mail Center Manager program yielded 13 attendees and proved so successful that the PCC is considering a semi-annual event going forward.

The FCC PCC is most proud of its: “Real Solutions: When You Need to Know HOW, Right Now,” a successful series of professionally produced online videos covering PCC and postal topics. Since its release, the first “Real Solutions” video has received rave reviews from co-chairs and postal leadership at all levels. Within the first two weeks, the video was watched with more than 115 views, boosting traffic to the PCC website by nearly 70 percent.

The FCC PCC has since begun production on a series of videos that outline the importance and benefits of transitioning to the Business Customer Gateway. The FCC PCC worked closely with District BME management to produce the first video, which focuses on why the Business Customer Gateway is so important, and provides an overview of the registration process. Supplemental videos will highlight the features and benefits of the many available services within.

The results of this past year’s efforts have exceeded the Council’s expectations, enriching industry and postal personnel, boosting traffic to their website and resulting in increased membership.



Communication Program Excellence

Greater Dallas PCC

Between May 2014 and May 2015, the Greater Dallas PCC sent out more than 55,000 emails to more than 1,800 email addresses promoting events and reaching out to members and potential members. Additionally, five Highlights Newsletters were mailed and 13 different event promotion mail campaigns were sent out.

This direct mail campaign came about as a brainstorming idea to attract new members, motivate current members and get more attendees at meetings and events.

For the February luncheon featuring a state-of-the-industry address, Greater Dallas turned to augmented reality: creating a postcard that could be scanned on smartphones. Once scanned, a video appeared that featured Greater Dallas PCC Industry Co-Chair, Allen Aven, inviting everyone to the luncheon. In addition to the postcard itself, email blasts were sent that included the postcard image. This alerted recipients to look for the postcard in the mail and allowed them to scan the email if they really wanted to see what augmented reality was all about right then. They knew it was a success from the buzz that it created.

For its March luncheon on parcel and packages, Greater Dallas wanted to grab the recipient's attention; hence, a package mailer instead of a postcard. Inside the package? A mini mailbox. They reduced the size of the mailing to a more targeted audience and by using this innovative approach realized a 26 percent increase over their expected attendance.

For its April 2015 event, the topic was self-mailers. Greater Dallas used a creative concept that linked "rock, paper, scissors" to a three-part discussion on the designing and

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mailing of self-mailers.

During their PCC Day event, they used custom-printed baseballs in cases as table centerpieces that attendees took home with them to serve as a reminder of the day and the organization behind the event. Baseballs were used because the event was held at the Globe Life Park in Arlington, home of the Texas Rangers. (FYI, Globe Life's VP of marketing serves as industry vice-co-chair on the GDPCC board).

Bringing innovation into the mix in promoting PCC events was especially helpful for events like PCC Day, which had more than 215 people in attendance with more than 170 people registered more than one week out from the event.

Using package mailings and self-mailers caught the attention of newcomers as those two events were mostly attended by first-time customers. Greater Dallas believes their direct mail campaigns will fuel growth moving forward.

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Executive Overview

Like any other organization that competes for customers, the Postal Service is continuously adapting and improving to best meet the evolving expectations of businesses and consumers. Our corporate story today is about our momentum and progress and the ways we are changing and improving to better serve our customers. The American public and our employees are eager for signs of success and progress, and our customers will reward developments that enhance their experiences with us. In many ways, our value and ability to deliver is defined when we go head-to-head with the competition and deliver great service — this is reflected in our focus on the customer-centric “Priority:You” theme.

We have grown our revenue for two years in a row, and we’re making strong progress in the core aspects of our business — from operational performance, to data and technology use, to developing and marketing new products and services — all of which is helping to build a strong foundation for the future of the organization. We continue to remain vital to the success of the American economy, we sustain every American community and we are adapting and evolving to do so for many decades to come.

We also face some tough challenges. We continue to record large financial losses due to an outdated and inflexible business model — and this has driven many of our business strategies designed to return us to profitability. We haven’t shied away from making tough decisions and we don’t intend to in the future. We’ll continue to press for legislative reform — which requires honest conversations about our mounting liabilities and losses, as well as the solutions we need to return the Postal Service to a sound financial posture.

From a communications perspective, our challenge is to share our story of progress and keep the focus on the ways the Postal Service is changing and improving to better serve the American public (and how we could do so profitably with a better business model).

One of our key themes relates to investing in the future of the organization. This includes investing in the development of our workforce, our infrastructure — especially as we build package sortation and delivery capacity — our lean processes and our increasingly sophisticated use of data and technology. As we communicate about particular initiatives and corporate developments, we want to create internal awareness of the business strategies that underpin these efforts and how they contribute to our competitiveness.

In the coming months, we will focus on a few key internal and external messages and topics:

- September — National PCC Week will occur the week of September 21–25 and will be an important point of communication to our small- and medium-sized business customers.

The following are additional items to be aware of during the quarter:

Marketing Campaign

From an external perspective, we will ensure that customers and stakeholders are well aware of our core offerings and notable developments:

- Our Priority Mail offerings continue to be highly popular — Priority Mail improvements have kept up the strong volume momentum, which we expect to continue throughout the holiday season and throughout the coming fiscal year. Priority Mail revenues are expected to increase 10 percent in fiscal year 2015.
- The Postal Service’s advantages regarding dimensional pricing — In January, FedEx and UPS restructured their pricing plans for domestic ground shipments that use dimensional (DIM) weight pricing on packages of less than 3 cubic feet. Shippers will be

charged whichever is greater, the actual weight or the DIM weight. The result is that FedEx and UPS shippers will pay more for many types of shipments that are bulky but lightweight and occupy a disproportionate amount of space.

- The Postal Service does not assess shipping surcharges, we deliver on Saturdays for free, we pick up for free and we deliver free boxes and envelopes — Combined with our competitive pricing, this makes us an especially good choice for small businesses.
- Every Door Direct Mail is tailor-made for small business marketing — First launched as a test product in 2011, Every Door Direct Mail is a simple, affordable service that allows local businesses to reach customers without the need for names or addresses. Local businesses can reach the customers who matter most — those in nearby neighborhoods. Customers simply identify the neighborhoods they want to target, and their printed pieces are delivered to every active address in the target area.
- Mobile and technology-based promotions — The Postal Service also unveiled several new promotions to spur wider adoption of technology and the mail, including the Emerging and Advanced Technology Promotion, designed to encourage use of advanced inks, papers, sensory features and interactive mailpiece elements and the Mail Drives Mobile Engagement Promotion, designed to encourage the use of QR codes, augmented reality and other features that use mail to spark mobile experiences.
- Small business promotion — The Postal Service has an integrated plan and campaign underway to grow new profitable revenue by targeting small businesses. Advertising includes cross-channel integration, with plans for direct mailers, targeted print advertisements, digital banners and social media postings now through the end of the calendar year.

Promoting Commemorative Forever Stamps and Stamped Cards

We will generate as much consumer interest in our stamps as possible, through promotional activities online, in Post Offices and through local efforts. In addition to driving sales of specific stamps and related collectables, we also communicate about our stamp program.

Rationalizing and Optimizing Our Network

The Postal Service will continue planning for consolidation of equipment and operations as part of Network Rationalization Phase 2, which will be ongoing until implementation in the spring of 2016. This new timing is designed to stabilize and improve service performance and to ensure orderly staffing changes. Any Phase 2 implementation communications activities will be carefully coordinated throughout the quarter.

Engaging Our Employees

Our employees are highly engaged and committed to their public service and customer service missions. To build on this high level of dedication, a number of activities will occur during the quarter to keep employees informed of important corporate developments. Among these is:

- Postal Pulse — Postal Pulse replaces the Voice of the Employee (VOE) survey and is designed to collect employee views about ways of improving the Postal Service work environment. The results of the first Postal Pulse will be shared as part of communications on how USPS is responding to employees' views, thoughts and suggestions.

Employee communications should be a consistent part of doing business. As we continue to seek and obtain a greater share of the package market, the Postal Service will use creative ways to engage

employees and to recognize their great commitment and dedication. You'll hear more about specific plans as they are finalized throughout the quarter.

Other Major Initiatives and Pilot Projects

Throughout the quarter, the Postal Service will promote and communicate about a variety of important corporate and product developments. Among these are:

- **Vehicles** — The Postal Service fleet of delivery vehicles is aging and in need of replacement. Efforts to procure new vehicles began in January 2015 with the issuance of a solicitation, which generated a lot of internal and external interest.
- **Uniforms** — The Postal Service uniform hasn't been changed since the early 1990s. We are currently exploring potential replacement fabrics and materials through pilot tests with carriers in several markets. The next phase of testing will include possible new designs. An eventual roll-out of new uniforms could occur in the summer of 2016.
- **Priority Mail marketing** — The Postal Service launched an updated version of the "Priority:You" marketing campaign in May 2015 called "Watch Us Deliver." This campaign promotes our use of technology and improved delivery services. It includes television ads, national mailers, Web banners, print ads and social media postings.
- **Grocery delivery** — The Postal Service conducted an operational test to determine if delivering packages for Amazon in the early morning hours was operationally feasible. The test was successful and the Postal Service requested approval from the PRC to expand with a two-year market test. The PRC approved the market test, and the Postal Service is now expanding operations for this market test, in terms of the locations and the times the deliveries will be made. A successful test began August 2014 in the San Francisco area, Los Angeles and San Diego, and is now being expanded to Brooklyn and Westchester County, New York.
- **Informed delivery APP** — The Postal Service has been piloting technology that provides a digital preview of mail to be delivered to a residence. This technology has the potential to bring mail into the daily digital routine of the typical consumer. The pilot has been very successful for the both the sender and receiver and has been expanded to New York City for additional testing.
- **Information and analytics** — The Postal Service will be launching the Informed Visibility platform in the fall of 2015. The platform is a comprehensive real-time mail and package repository that gives senders excellent visibility into our network. Our Delivery Management System is an internal tool that provides real-time visibility into last-mile delivery operations. Managers and supervisors will also be given a cutting edge Operations Dashboard, and new Local Operations Centers will be opened to best leverage IMb and other data systems.
- **Cyber safety** — The Postal Service launched a program called CyberSafe, which is designed to equip employees, business partners and suppliers with information and best practices to maintain the security of vital information systems. Look for more information from the CIO group as CyberSafe is rolled out.

It's important for you to have the latest information as you communicate within the organization and with external stakeholders. Please seek guidance from the Corporate Communications department if you have questions or need support, and please take advantage of the latest information, plans and white papers on blue.usps.gov/corpcomm for your convenience.

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EXIGENT

Postal Service Statement on Exigent Ruling

As you may be aware, in December of 2013, the Postal Regulatory Commission (PRC) found that the Postal Service was entitled to recover \$3.2B in additional revenue as a result of declines in mail volume caused by the Great Recession. Recently, the PRC has acted in accordance with guidance from the United States Court of Appeals for the District of Columbia in correcting an error which had led it to undercount the lost revenue and contribution resulting from the Great Recession. By correcting the counting error, the “exigent” 4.3% price increase will continue in effect until it yields an additional \$1.4B in revenue. This will result in a total of \$4.6B in revenue attributable to the exigent increase.

Fiscal 2015 Quarter 3 (April 1, 2015 – June 30, 2015)

OVERVIEW

The U.S. Postal Service reported a net loss of \$586 million for the third quarter of fiscal 2015 (April 1, 2015 – June 30, 2015), a reduction of \$1.4 billion from the net loss of \$2 billion for same period last year.

Operating revenue was \$16.5 billion for the quarter, essentially unchanged from the same period last year. Due to the seasonality of its business, the Postal Service has historically experienced lower revenue during the third quarter of each year. A price increase impacting certain mail classes went into effect on May 31, 2015; however this was offset by declining mail volumes.

Key Points

- Shipping and package revenue and volume increased by 10.6 percent and 13.4 percent, respectively, from the same quarter last year.
- First-Class Mail and Standard Mail volumes fell 2.6 percent and 2.1 percent, respectively, compared to the same period last year.
- Total controllable operating expenses increased by \$256 million from the same quarter last year. This is the result of higher compensation costs primarily attributable to contractually-obligated salary escalations, increased benefits expenses and additional work hours associated with growth in the more labor-intensive shipping and package business.
- Controllable loss in the third quarter was \$197 million, compared to a controllable income of \$10 million for the same period last year. However for the year-to-date period, the Postal Service has achieved a controllable net income of \$1.2 billion.

Third Quarter Results of Operations Compared to Same Period Last Year

- Total mail volume of 36.8 billion pieces decreased by 738 million pieces from 37.5 billion pieces.
 - Shipping and Package volume increased 13.4 percent.
 - Standard Mail volume declined by 2.1 percent.
 - First-Class Mail volume declined 2.6 percent.
- Operating revenue of \$16.5 billion increased slightly.
- Operating expenses of \$17.1 billion decreased by \$1.3 billion or 7.2 percent.
 - Controllable operating expenses of \$16.7 billion increased by \$256 million or 1.6 percent.
 - Non-controllable operating expenses of \$389 million decreased by \$1.6 billion or 80.2 percent.

Complete financial results are available in the Form 10-Q, available at <http://about.usps.com/who-we-are/financials/welcome.htm>.

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2015 MAILING PROMOTIONS

OVERVIEW

The Postal Service continues to provide promotions for the mailing community with the general purpose of increasing the value of direct mail and enhancing the retention of First-Class Mail. 2015 Promotions encourage mailers to try new ways to integrate mail with digital as part of a multi-channel marketing mix. Of the four promotions offered this year, three are still available: Emerging and Advanced Technology, Color Transpromo, and Mobile Engagement. Earned Value Promotion concluded July 31, 2015.

EMERGING AND ADVANCED TECHNOLOGY PROMOTION

The Postal Service continues to encourage mailers to integrate mail with emerging technologies and new advances in print. Eligible mailpieces can incorporate Near Field Communication (NFC) Technology, or “enhanced” Augmented Reality experiences that allow the recipient to engage in an interactive experience. In addition, this promotion encourages mailpieces that leverage innovations in inks, papers and interactive folds, or mailpiece designs that the recipient can manipulate and engage.

- Participating mailers can earn a 2 percent discount upfront through this promotion. Eligible mail is First-Class Mail presorted and automation letters, cards and flats; Standard Mail letters and flats; and Nonprofit Standard Mail letters and flats.

COLOR TRANSPROMO PROMOTION

This promotion encourages mailers of bills and statements to incorporate color messaging through a dynamically printed production process to generate a stronger connection with consumers. This enables mailers to enjoy the value-added benefit of additional marketing messaging to the recipients of transactional mailpieces. The Postal Service intends to continue this approach to grow the value of First-Class Mail and encourage mailers to invest in color print technology.

- Participating mailers can earn a 2 percent discount per eligible mailpiece. Eligible mail is First-Class Mail commercial letters that are part of an IMb Full-Service mailing. There is a mailpiece content restriction of bills and statements only.

MAIL DRIVES MOBILE ENGAGEMENT PROMOTION

This promotion builds on previous Postal Service mobile technology promotions and demonstrates how direct mail, combined with mobile technology continues to be a convenient method for consumers to engage and interact with their printed mailpieces. This is an important strategy for merging the inherent value of the physical mailpiece with a digital experience.

- Participating mailers can earn a 2 percent discount per eligible mailpiece. Eligible mail is Standard Mail letters and flats and Nonprofit Standard Mail letters and flats.

2016 PROMOTIONS

2016 Promotions will be submitted to the Postal Regulatory Commission (PRC) and to the USPS Board of Governors for final approval.

For more information, customers can visit: <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>.

INFORMED DELIVERY APP

OVERVIEW

Informed delivery APP is an exciting new program successfully piloted in Northern Virginia by the Postal Service and is now being tested in the New York City area during the fall of 2015. This offering allows the subscriber to receive an email each morning with the digital images of the covers of that day's physical mailbox contents. This has enormous potential for the mailing industry as this brings the physical content of mail onto the same screen as the user's digital content — enhancing the value of mail while leveraging the rapid adoption of digital and mobile technology by consumers.

As society has become a device-oriented culture with laptops, tablets, smartphones and even watches providing digital and mobile experiences in every aspect of our lives, this initiative offers the mailing industry the opportunity to play a bigger role in that digital future as mail serves as a powerful complement to digital marketing campaigns and plays a more prominent role in multi-channel marketing effects.

With the extension of the physical experience of mail into a digital experience, mail delivers a much greater value for both the sender and receiver. With technologies like augmented reality and QR codes, a piece of mail can launch a website, video or an interactive experience which provides marketers with an even more powerful tool to spark product or service discovery and encourage even higher response rates.

During the Northern Virginia pilot the consumer response rate to direct mailings spiked, underscoring research that suggests marketing campaigns are more effective when email and direct mail are used together. Ninety-three percent of users in Northern Virginia opened their email alerts within two hours, and eighty-six percent said they would recommend the service to friends. Developing this application is part of the Postal Service's broader efforts to use technology to spark innovation and profitability.

Postal Customer Councils (PCCs) will be critical to success as this program expands, and we will keep you posted as the pilot test continues to evolve.



NATIONAL PCC WEEK

OVERVIEW

National PCC Week is a great opportunity for the nation's Postal Customer Council members to hear from Postmaster General and CEO Megan Brennan on the state of the Postal Service™. It also provides local PCC audiences (small-to-medium size businesses, non-profits, colleges/universities and mail service providers) the opportunity to hear and interact with Postal Service officers and executives. Local PCCs organize workshops, presentations and networking opportunities for PCC members to learn about the latest postal products and services that may help them grow their business.

PCC MISSION STATEMENT

- To promote local cooperation and support, and foster a close working relationship between the USPS® and all businesses that use the mail to communicate and interact with their customers.
- To share information and facilitate the exchange of ideas about new and existing USPS products, programs, services and procedures that affect all businesses that use the mail.
- To help PCC industry members and their organizations grow and develop professionally through focused educational programs.

PCC RECOGNITION PROGRAMS

The Postal Service has an annual awards program that recognizes PCCs for individual leadership, as well as their stewardship in meeting and exceeding educational and communication requirements. The following summarizes these award categories.

2015 PCC Leadership Awards Program Categories: The Leadership Awards are the highest honors in which a PCC or PCC member can be recognized. The PCC Leadership Awards Program recognizes outstanding performance in eight categories:

- PCC Industry Member of the Year
- PCC Postal Service Member of the Year
- PCC District Manager of the Year
- PCC of the Year – Large Market
- PCC of the Year – Small Market
- PCC Innovation of the Year
- Communication Program Excellence Award
- Education Program Excellence Award

Premier Awards: Platinum, Gold, Silver and Bronze awards are issued to qualifying PCCs to recognize and thank them for their level of active participation and achievements.

WHY SUPPORT PCC WEEK

- PCC Week educates customers about Postal Service products and services.
- Promote the value of mail.
- Build customer loyalty through recognition programs.
- Develop new relationships with the mailing community.
- Improve customer relationships while developing new ways mail can enhance business growth.



National PCC Week 2015

PCC Leadership Award Winners

PCC Name	Award Winner	Level
PCC Industry Member of the Year		
Central Missouri PCC	Cathy Rupard	Gold
Greater Baltimore PCC	Judith Antisdell	Silver
Sacramento PCC	John Millet	Bronze
PCC Postal Member of the Year		
Fairfield County Connecticut PCC	Lisa Landone	Gold
Central Missouri PCC	Cheryl Hudson	Silver
Lehigh Valley PCC	Dr. Joshua D. Colin	Bronze
District Manager of the Year		
Fairfield County Connecticut PCC	David Mastroianni	Gold
Greater Oklahoma/Tulsa PCC	Julie Gosdin	Silver
Capitol City PCC	David Martin	Bronze
PCC of the Year – Large Market		
Greater Dallas PCC	Greater Dallas PCC	Gold
Greater Portland PCC	Greater Portland PCC	Silver
Sacramento PCC	Sacramento PCC	Bronze
PCC of the Year – Small Market		
Central Missouri PCC	Central Missouri PCC	Gold
Capitol City PCC	Capitol City PCC	Silver
Lehigh Valley PCC	Lehigh Valley PCC	Bronze
PCC Innovation of the Year		
Fairfield County Connecticut PCC	Fairfield County Connecticut PCC	Gold
Greater Dallas PCC	Greater Dallas PCC	Silver
Harrisburg Capital PCC	Harrisburg Capital PCC	Bronze
Communication Program Excellence		
Greater Dallas PCC	Greater Dallas PCC	Gold
Greater Portland PCC	Greater Portland PCC	Silver
Greater New York PCC	Greater New York PCC	Bronze
Education Program Excellence		
Fairfield County Connecticut PCC	Fairfield County Connecticut PCC	Gold
Greater Dallas PCC	Greater Dallas PCC	Silver
Greater Portland PCC	Greater Portland PCC	Bronze

U.S. Postal Service Recognizes Postal Customer Councils for Exceptional Performance and Achievements



Back row (left to right): Allen Aven, Tracey Dunlap, Shawneen Betha, Miles French, Michael Waskover, David Martin, Cindy Bolles, Dr. Joshua Colin, Glenn Sollenberger, Lyle Gaines, Carrie Frankenfield, Bob Fehnel, Jason Hirschvogel, David Mastroianni. Front row (left to right): Julie Gosdin, Yulonda Francis-Love, Jagdeep Grewal, Roxanne Hosein, Cathy Rupard, Judith Antisdell, Cheryl Hudson, Karen Brondel, Art Gerckens

On August 5, 2015, the U.S. Postal Service® recognized 24 Postal Customer Councils (PCCs) — in eight award categories — for their achievements and creativity in communication, leadership, membership growth, innovation and educational program offerings.

As part of the festivities, the award finalists assembled at Postal Headquarters where they participated in roundtable discussions with other awards finalists, the Postmaster General (PMG), Deputy Postmaster General (DPMG), Chief Operating Officer (COO) and other officers. They shared key strategies and best practices for education, communication, collaboration and outreach.

The awards presentation followed the roundtable discussion where the PMG, DPMG and COO presented the awards.

With more than 150 active PCCs across the country, achieving this level of recognition is commendable.

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PCC Program Resource Page

Postal Customer Council is one of the corporate outreach programs administered by the Industry Engagement and Outreach department of Consumer and Industry Affairs.

Below are the information and resource links that are helpful for PCCs:

PCC BlueShare

BlueShare is the internal communication tool for PCCs to find contact information, PCC forms, certificates, templates and National PCC week collateral material. Access to this page will need to be requested. **For internal use only.**

http://ca.blueshare.usps.gov/sites/igo/PCC/_layouts/people.aspx?MembershipGroupId=6

PCC Insider

PCC Insider is a monthly newsletter dedicated to providing PCCs with information about new tools and best practices to grow membership, educational opportunities to learn about Postal Service products and services to help mailers grow their business and communicate policies and procedures that affect PCC daily operations.

<https://prodpix-promotool.usps.com/promoreg/campaignView.do?campaignId=1034>

PCC LinkedIn Discussion Group

The purpose of this page is to build interest in the Postal Service PCC program by sharing upcoming PCC events and meetings and PCC best practices. This is a pilot program that is available by invitation only.

<https://www.linkedin.com/groups/Postal-Customer-Council-Connection-8303549/about>

National PCC Week 2016

September 19 – 23, 2016

National Postal Forum (NPF)

The National Postal Forum is another educational opportunity to stay current with all the advances and trends that affect the rapidly changing mailing and shipping industry. This is a premier educational event which brings together senior executives and leaders of the mailing and shipping industry as well as the industry's major suppliers and partners.

Activities available to PCC members include the PCC Opening Session, PCC-specific workshops, PCC networking opportunities, and PCC peer-to-peer roundtable discussions.

March 20 – 23, 2016 in Nashville, TN

<http://www.npf.org/>

Rapid Information Bulletin Board System (RIBBS)

RIBBS is an excellent platform to access information for the PCC platform. All PCC information is accessible through the PCC tab on RIBBS:

- PCC Advisory Committee (PCCAC)
- PCC Workshops
- PCC Insider
- PCC Alerts

<https://ribbs.usps.gov/index.cfm?page=pcc>

Please direct all questions and requests to the following:

- PCC Insider comments/questions: PCCInsider@usps.gov
- PCC feedback: PCCfeedback@usps.gov
- PCC comments/questions: PCC@usps.gov

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POWERPOINT SLIDES

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